



KNXV

## ORDER

Print Date 08/02/12 Page 1 of 4

**KNXV-TV**  
**PHOENIX**

**Flight Dates 10/23/12-10/29/12**

<u>Contract / Revision</u>	<b>300042</b>	/	<b>Democratic Congressional Campai</b>	<u>Alt Order #</u>			
<u>Original Date / Revision</u>			<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash		
	06/08/12	07/19/12	<u>Billing Contact</u>	<u>Order Type</u>	GENERAL		
<u>Advertiser</u>	<b>DCCC</b>			<u>Billing Cycle</u>	EOM/EOC		
			<b>1010 Wisconsin Avenue NW - Suite Washington, DC 20007</b>	<u>Billing Calendar</u>	BROADCAST		
<u>Agency</u>	<b>Great American Media</b>			<u>Demographic</u>	A25-54		
<u>Buying Contact</u>			<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL	POL	PARTY
			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL		
<b>1010 Wisconsin Avenue NW - Suite Washington, DC 20007</b>			<u>Agency Ref</u> 2	<u>Priority</u>	P-3		
				<u>Advertiser Ref</u>			

## Primary Account Executive

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Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	73	\$55,653.75	\$65,475.00	0.00	10/01/12	10/28/12	73	\$55,653.75	\$65,475.00
November 2012	13	\$10,200.00	\$12,000.00	0.00	10/29/12	10/29/12	13	\$10,200.00	\$12,000.00
Totals	86	\$65,853.75	\$77,475.00	0.00					

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	73	\$55,653.75	\$65,475.00	0.00	10/01/12	10/28/12	73	\$55,653.75	\$65,475.00
November 2012	13	\$10,200.00	\$12,000.00	0.00	10/29/12	10/29/12	13	\$10,200.00	\$12,000.00
Totals	86	\$65,853.75	\$77,475.00	0.00					



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**PHOENIX**

Contract / Revision **300042** Flight Dates **10/23/12-10/29/12**

Print Date: 08/02/12

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Original Date / Revision 06/08/12 / 07/10/12

## Hiatus Dates

Order Sep 00:05:00

Advertiser DCCC

Product Democratic Congressional (Estimate # 1193)



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**PHOENIX**

**KNXV**

Print Date: 08/02/12

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Contract / Revision **300042** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 06/08/12/ 07/19/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1193**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 13	KNXV	10/27/12	10/27/12	Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				Sa 4pm/5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$500.00		0.00			
E 14	KNXV	10/28/12	10/28/12	Su 5pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				SU 5pm-530pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$500.00		0.00			
E 15	KNXV	10/28/12	10/28/12	Sunday Prime A	CM	6pm-7pm	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
				AFHV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$3,000.00		0.00			
E 17	KNXV	10/28/12	10/28/12	Sunday Prime D	CM	9pm-10pm	-----S	:30	2	\$4,000.00	P-3	0.00	NM	2	\$8,000.00
				Scandal											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		2				\$4,000.00		0.00			
E 18	KNXV	10/28/12	10/28/12	SU 1035pm-1105pm	CM	1035pm-1105pm	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				ABC15 Sports Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$350.00		0.00			
E 19	KNXV	10/23/12	10/29/12	M-F 10-1035pm	CM	10pm-1035pm	MTWTF--	:30	4	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4				\$1,000.00		0.00			
				Week: 10/29/12	11/04/12	M-----				\$1,000.00		0.00			
E 20	KNXV	10/23/12	10/29/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	5	\$2,250.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4				\$450.00		0.00			
				Week: 10/29/12	11/04/12	M-----				\$450.00		0.00			
E 21	KNXV	10/28/12	10/28/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$1,000.00		0.00			
E 22	KNXV	10/23/12	10/26/12	M-F 1102pm-1206am	CM	1102pm-1206am	-TWTF--	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
				Kimmel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		3				\$250.00		0.00			
E 25	KNXV	10/28/12	10/28/12	Su 530pm News	CM	530pm-6pm	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				Su 530pm-6pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$1,000.00		0.00			
E 26	KNXV	10/23/12	10/29/12	M-F 630pm-7pm	CM	630pm-7pm	MTWTF--	:30	4	\$800.00	P-3	0.00	NM	5	\$4,000.00
				Lets Ask America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4				\$800.00		0.00			
				Week: 10/29/12	11/04/12	M-----				\$800.00		0.00			
E 27	KNXV	10/23/12	10/23/12	Tuesday Prime A	CM	7pm-8pm	-T-----	:30	1	\$8,500.00	FX	0.00	NM	1	\$8,500.00
				Dancing w/ Stars											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1				\$8,500.00		0.00			



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Contract / Revision **300042** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 06/08/12/ 07/19/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1193**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 28	KNXV	10/25/12	10/25/12	Thursday Prime C Private Practice	CM	9pm-10pm	--T--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12    10/28/12    ---T---    1    \$4,000.00    0.00															
N29	KNXV	10/28/12	10/28/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12    10/28/12    -----S    1    \$1,000.00    0.00															
N30	KNXV	10/29/12	10/29/12	Monday Prime C Castle	CM	9pm-10pm	M-----	:30	1	\$5,500.00	P-6	0.00	NM	1	\$5,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    M-----    1    \$5,500.00    0.00															
N31	KNXV	10/24/12	10/24/12	Wednesday Prime C Revenge	CM	9pm-10pm	--W----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12    10/28/12    --W----    1    \$5,000.00    0.00															
N32	KNXV	10/26/12	10/26/12	Friday Prime C 20/20	CM	9pm-10pm	----F--	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12    10/28/12    ----F--    1    \$3,500.00    0.00															

\*Tax 1 Note: Tax 0.5%.

Totals 86 \$77,475.00